

Off-page SEO

Off-page will perform **outside of the website** here Completely will learn about backlinks

Backlink generation is the process of earning or promoting our website from other websites, so we can get backlinks from them.

Someone who is giving the link, i.e., the outbound link, and the one who is receiving the link is called the backlink.

Off-page SEO refers to **all the activities done outside your website** to improve its visibility and ranking in search engines.

While **on-page SEO** deals with content, keywords, and technical fixes on the website,

Off-page SEO builds your site's **authority, trust, and popularity** across the internet.

- Google doesn't rank websites just on content; it also checks **credibility** and **popularity**.
- Off-page SEO helps:
 - Build **brand authority**
 - Increase **website traffic**
 - Improve **search engine rankings**
 - Gain **trust signals** from other websites

A website with many **quality backlinks** usually ranks higher than a website with none.

What is the use the backlinks:

Google will preference to 3 major things-Page of the website,traffic and backlinks

- A **backlink** is a link from one website to another.
- Backlinks act like "**votes of confidence**" for your website.
- The more quality backlinks you have, the more trustworthy your site appears to Google.

Example : If **Times of India** links to your blog about "Healthy Food," it's a strong backlink.

Backlinks are also the one of ranking of serp ,because of backlinks will get authority

Types of Backlinks: 1. DoFollow 2. NoFollow

Do-Follow Links:

These are standard hyperlinks that allow search engines to follow them and pass **link juice** (ranking power) to the linked website.

These are normal backlinks that **pass SEO value (link juice)** to your site.

They help increase your **Domain Authority (DA)** and improve rankings.

Example: `<a href="https://yourwebsite.com">Healthy Food Blog</a>`

No-Follow Links:

These tell search engines **not to follow** the link or pass ranking value (link juice).

SEO Impact: Doesn't help in improving the linked website's ranking directly.

- These links have a special tag (`rel="nofollow"`) telling search engines **not to pass link juice**.
- They don't directly improve rankings but are still useful for traffic and branding.
- Example: Links in blog comments, forum posts, or social media.
—>**Both Do-Follow and No-Follow are important** – Google likes a natural backlink profile.

Domain Authority (DA) is a score (0–100) developed by Moz.

- It predicts how well a website will rank on search engines.
- Higher DA = stronger site.
- DA depends on:
 - Quality and number of backlinks
 - Age of domain
 - Content relevance
 - Website popularityexample
- Facebook DA = 100
- A new blog = DA 1–1

Popular Off-Page SEO submissions

1.Directory Submissions

Paid method

Free method

Reciprocal

2.Bolg commenting: Post :

How we will search on Google for blog commenting off submission

Blog commenting + digital Marketing

+ interior design

If a website does not have a website link option, use this href tag

<a href= "<https://dvsprout.com/>">Insert comment

3. Classified submissions: Local classifieds— giving free ads in classifieds in local classifieds

But while searching that search in google

→ local classifieds submissions sites in india 2025

There you will find different sites Just check post your ad or post your free ads

→ select category

update website URL and business name; they will ask for an image then

[click.in](#), justdial, olx.in

4. Image/video/infographic submissions: Pinterest , YouTube ,vimeo

Ex: Facebook, Instagram, LinkedIn, Pinterest, Tumblr

5. Social bookmarking: Ex: reddit, tumblr, Scoop.it, Diigo, slashdot, etc.

6. Article Submissions: “Submit article” or “Add article” or “Post new Article”;

7. Profile creation: about me,

8.Document Submissions/ppt/pdf—>Pdf, Word doc

9.Forum Submission: reddit , quora-Where a group of people gather and discuss on any particular topic are called “Forums”.

10.web 2.0:Ex : blogger, Wordpress ,Wix, Weebly

11.guest posting : write for us +digital marketing

Email :

Contact Form:

Shout me loud guest post, outreachmama, blogdash